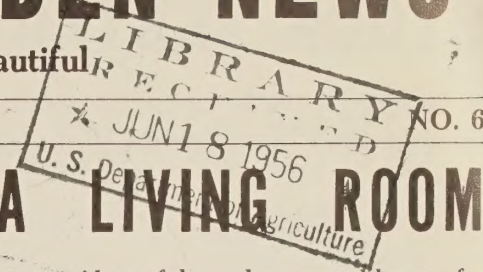


FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. III

JUNE, 1956



YOUR BACKYARD IS YOUR FLORIDA LIVING ROOM

The average backyard can provide usefulness, luxury, and beauty for your family living. But, usually, its possibilities are not realized. The land that has cost from 10 to 30 percent of the total home investment is so poorly used by most families that it remains their most wasted natural resource.

Inherent in every home site, no matter how small, are assets which would produce a better way of living if they were properly developed. Perhaps the possibilities are not visible to you, but a skilled landscape architect can visualize the potential beauty and comfortable living which may be achieved.

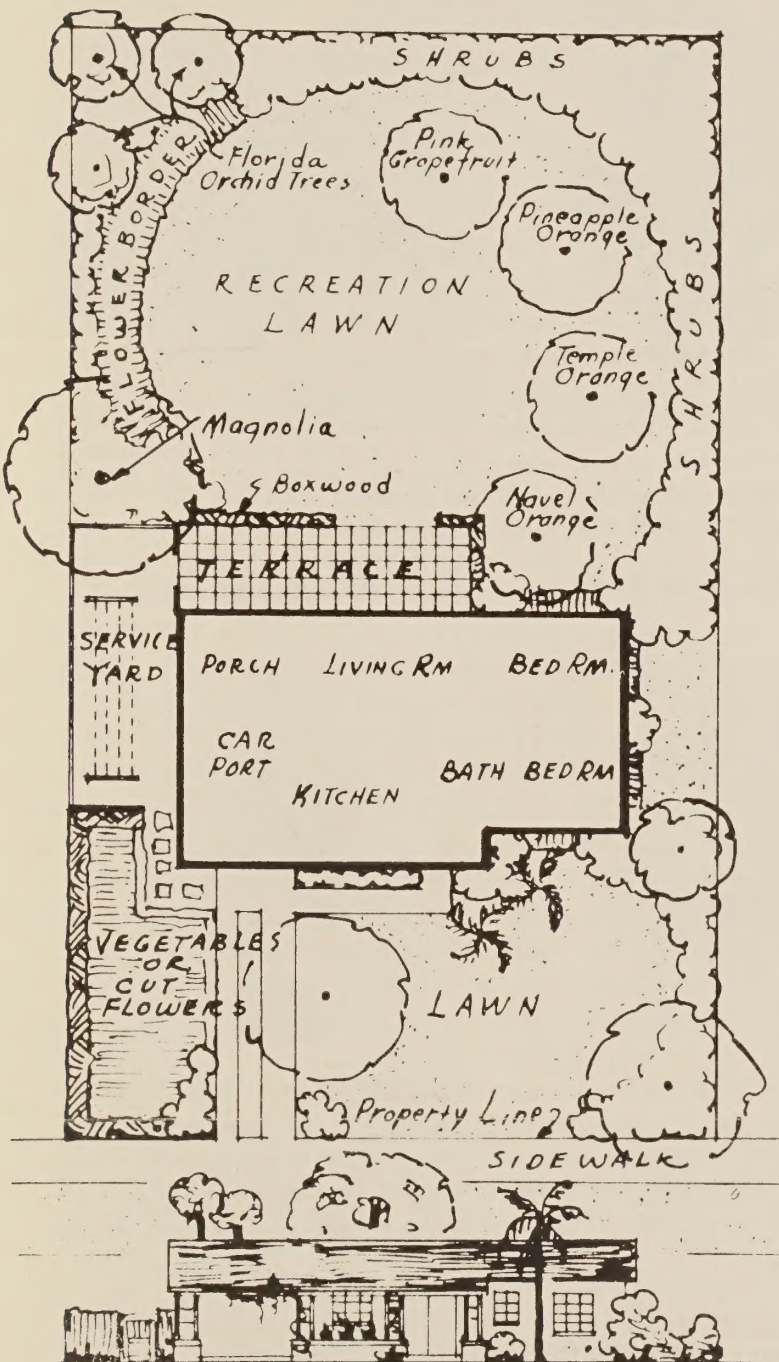
Here's what you can get from proper planning in your back yard:

1. Privacy — from neighbors and street traffic — so you can be yourself, dress as you please, do what you want, entertain as you like.
2. Proper space for gracious and convenient party-giving, and for family fun at home.
3. Beautiful outdoor vistas, to be enjoyed from both indoors and out, the year round.
4. Safe play areas for children, as well as recreational areas for both children and adults.
5. Sitting areas that are free of weather's domination, that give you the amount of sun and wind you want.
6. A personalized garden to suit you and your family's needs . . . your hobbies, your sports, your favorite plant materials are incorporated to make it your garden.
7. A garden of ease in maintenance — so you will not be so busy working to keep it lovely that you fail to enjoy the beauty.

The secret of such gardens lie in the designing and the planning. Once it is planned, the execution is easy. You can work on it yourself, during the many hours of daylight during the summer; or if you prefer, you may have Florida Nursery's expert crews completely install the garden ready for you to enjoy.

You'll probably be surprised that you can have a dream garden for what you spend for plants alone over a year or so, for each plant fulfills a specific part of the desired effect.

Why don't you check today on how you can have the maximum pleasure from your home grounds? Telephone our office or drop us a note and we'll send one of our architects to help you solve your problems . . . there's always a practical solution!



OUR STAFF OF EXPERIENCED LANDSCAPE MEN FOR YOUR CONVENIENCE:

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Wm. H. Butler
Harris Johnson

OCALA—MA 2-8345

F. B. Turner
Al M. Smith
WINTER PARK—PHONE 6-2781
T. E. Edwards, Jr.

These men are familiar with Florida climatic conditions, Florida plant materials, and designing and planning principles. They can offer competent services and advice.

STOCK TESTED AND PROVEN FOR YOUR GARDEN!

Why experiment with stock when Florida Nursery and Landscape Co. offers you plants proven suitable for Florida climates and soil conditions? Here are a few suggestions:



MAGNOLIA GRANDIFLORA. Aristocratic old southern favorite with large glossy green foliage, the symmetrical habit of growth makes it a striking specimen for lawn or shrubbery borders, as well as producing shade. The spring and summer brings hundreds of large white saucer-shaped flowers with striking and pleasant fragrance.

\$2.00 and up



LOROPETALUM CHINENSIS. This attractive, compact, spreading plant with rounded foliage produces an abundance of white fringe-like flowers almost all year. While this is a fairly new item, it is ideal for low borders or planters. Is not damaged by cold.

Only \$3.00 and up



EPIDENDRUM—Epiphytal Orchid. Bloom heavily almost all year with hundreds of bloom in clusters. Wonderful for planter boxes, beds, etc.

\$1.50 and up



COCOS AUSTRALIS PALM. Only one of the many varieties of palms—but one of the most hardy! Palms are a must—they make for that tropical atmosphere!

\$2.50 and up



PODOCARPUS MAKI . . . one of the outstanding shrubs for Florida. A beautiful evergreen with distinctive foliage, it may be kept sheared into a formal shape, or permitted to grow natural. It is wonderful for hedges, foundation plantings, entrance plantings, or for tubbed specimen for indoors or out. Many sizes available.

\$1.50 up



PHILODENDRON SELLOUM . . . A beautiful tropical plant that withstands a temperature as low as 18 degrees! This is a self-heading Philodendron, which means it spreads from a central head instead of climbing as many do, and this makes it particularly valuable as a foundation plant, patio plant or plant box plant. It thrives both indoors and out.

\$2.50 up



MELALEUCA LEUCADENDRA is the botanical name, but it has the common name of Punk tree—because of the many layers of peeling, spongy bark. Known also as cajuput tree, it is used much as the birch is used in the north—it is wonderful for skyline effects, or for height. The flowers resemble a bottle-brush and are creamy white.

75c up

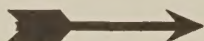


PHOENIX ROEBELLINI. This pigmy date palm is widely used as tub specimen because of the slow growth and the graceful habit of growth. It is used also in planter boxes indoors or out, in foundation plantings, or in shrubbery borders or around pools. The most graceful of all "feather palms," you'll like this beautiful palm.

Sizes from \$1.00 up

LONICERA YUNNANENSIS. Dwarf Honeysuckle. One of the newer shrubs that is most popular because it can be kept very low. It is a dense, bushy, low grower with small shining green foliage and highly valued because of its attractive appearance and the fact that it can be used as a ground cover or where low plants are needed.

Only \$1.50



FLORIDA NURSERY GARDEN NEWS

Published by

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"MILLIONS OF PLANTS"



THINGS TO DO IN YOUR GARDEN IN JUNE

1. **FERTILIZE.** If you have not put on your second application of fertilizer, now is the time to do it. Use Zing T & S for your trees and shrubs, ZING A & C for your Azaleas, Camellias, Gardenias, and other acid loving plants. See our chart in March Garden News for rate of application.
2. **WATER WELL.** Do not sprinkle your plants lightly often but water once or twice a week to a depth of eight to ten inches. Set a coffee can or rain gauge to see how long your sprinklers will have to run to soak your soil.
3. **WATCH FOR INSECT AND FUNGI PESTS.** If you spot spray to control the pests before they begin to spread rapidly, then you can stop them. If you do not know what spray to use, bring in a twig or branch to our office and we'll make recommendations.
4. **CHECK YOUR LAWN FOR LAWN PESTS.** You will find it easy to stop lawn pests if you catch them early, so check at the first sign of damage in your lawn.
5. **TRIM SHRUBS AS NEEDED.** Your Poinsettia should be pruned back heavily now — about half way the new growth. Shape other shrubs as necessary.
6. **MAKE ARRANGEMENTS FOR SOMEONE TO CHECK YOUR GROUNDS WHILE YOU ARE ON VACATION.** It's a sad vacationer who returns to find his lawn destroyed by worms or chinch bugs — and this can be done in a short time. So unless you have a dependable yard man or relative to check your place better call Florida Nursery for inspection service while you're away.
7. **USE THE LEISURE OF THE LONGER DAYS TO PLAN TO MAKE YOUR GARDEN MORE LOVELY.** Now is a good time to have Florida Nursery's Landscape Architect discuss your needs and work up plan to make yours a dream garden. Neither you nor your Landscape Architect are so rushed in the summer, and you'll be glad you went ahead with your work when it looks so attractive next fall.
8. **CALL FLORIDA NURSERY FOR SUGGESTIONS AND RECOMMENDATIONS TO SOLVE YOUR PROBLEMS.** If you were ill, you'd have a specialist, not a veterinarian. So if your home grounds do not come up to your ideals, ask the folks who specialize in landscaping for help . . . that's our business!

Questions You've Asked About FLORIDA GARDENING!

- Q. What do you recommend for scale on Camellias?
- A. Apply Volck oil emulsion and Isotox as a combination spray. Not only will this control scale, but also red spider and other pests you may have.
- * * *
- Q. Should Amaryllis be taken up after they bloom?
- A. Amaryllis produce larger bloom if they are taken up after the foliage dies back after they bloom and are stored in a dry place for a rest period. When replanting them you should prepare the bed with rich compost, peat, etc. and feed them heavily for best flowers.
- * * *
- Q. I have a new home and want to get some shrubs and trees planted right away. A neighbor tells me I should wait until fall, as plants do not transplant well now. Is this true?
- A. Plants may be moved any time of the year, since most nursery stock is either grown in containers or is root-pruned in the fields. These plants move just as readily in the summer as in the winter if you handle them properly and water them. Of course there are a few exceptions, including the trees that are moved bare root when they are dormant in the winter.
- * * *
- Q. What annuals may be grown in the summer months?
- A. Asters, Zinnias, Marigolds, Cosmos, Morning Glories, Torenia, Celosia.
- * * *
- Q. Do Geraniums fail to bloom because they are rooted from "blind Cuttings"?
- A. The usual reason Geraniums fail to bloom is because they are not getting enough sun, or enough plant food. They do require sunlight in abundance, or they produce a weak spindling growth without bloom.
- * * *
- Q. What do you recommend for a tall hedge where you need a screen and windbreak?
- A. One of the best shrubs for a hedge of this type is Viburnum odoratissimum, since it grows tall and thick and makes an excellent windbreak. It is also very attractive, with dark green foliage, contrasting with the light green of the new foliage. It is a fairly rapid grower if you feed it and water it properly.
- * * *
- Q. Some of my shrubs have pale green insects of a very small size very thick along the new growth. What spray should I use?
- A. Isotox M Garden Spray is one of the best controls for Aphids, and once they start you should spray them at once, as they multiply very rapidly.

FLORIDA NURSERY AND LANDSCAPE CO.
LEESBURG, OCALA, AND WINTER PARK, FLORIDA.



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VISIT US — BRING YOUR CAMERA

If you're a camera fan, you'll enjoy a visit to the Florida Nursery. For example, here's a picture of attractive Diane Williams, Leesburg Watermelon Festival Queen for 1954, framed in our distinctive moon-gate! It forms a perfect setting for a such a shot.

The moon-gate is only one of many picturesque spots in the spacious grounds where you can find unusual and colorful setting for pictures. There's the patio overlooking the natural pool — you can shoot the patio over the pool, or a lovely vista from the pool into the gardens in bloom. Or perhaps you prefer an informal walk with a vista of flowering Moraea and Hemerocallis, with Gardenias blooming in the background. Then there is the Orchid house, with a backdrop of beautiful Staghorn ferns accented with colorful orchids blooming, or the walled gardens with Caladiums and Dracenas for color.



Visitors, with or without cameras, are always welcome at Florida Nursery!

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The fertilizer designed for Florida plants growing in Florida soils under Florida Climatic conditions! 26 years of experience has gone into this formula—we use it ourselves!

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COASTERS WITH CASTERS AND DRIP PAN
WINDOW BOXES—TRELLIS—ORCHID BASKETS
call or write for prices

INSECTICIDES AND FUNGICIDES

Keep your plants healthy by cleaning them of any insects before they get too prolific. If you don't know what you need, bring in a specimen twig and we'll identify the trouble and recommend a cure.

OUR SERVICE DEPARTMENT

Is for your convenience. If you'd rather not be bothered with spraying, or pruning or applying fertilizer, our expert and experienced crew will do this for you, and at a very nominal charge.